

Analysis of Consumer Reaction to [REDACTED] Unclassified Daily Report

A. Consumer evaluation of the product:

	Of Considerable Value	Of Value	Of Slight Value Only	Of No. Value	No. of Questionnaires Sent	No. of Questionnaires Recd.
<u>Journalists and Newspapermen</u>	38	18	0	0	75	56
<u>Radio Commentators</u>	6	0	0	0	10	6

B. Consumers who failed to reply

1. Journalists:

Andre Visson, Reader's Digest
Veterans Report
 Mr. Milton Berliner, Washington Daily News
 Mr. Pierre Loving, International News Service
 Madeline Karr, The National Herald
 Mr. Hugh M. Granel, Stonehouse News Agency
 Mr. Alexander H. Uhl, New York Star
 Mr. MacArthur H. Hanchester, The Reserve Officer
 Mr. Garnett Horner, The Washington Star
 Mr. Carlton B. Kent, Time
 Mr. Lyle C. Wilson, United Press Associations
 Mr. Seabrook Hull, McGraw-Hill Publishing Co.
 Mr. R.B. Armstrong, Jr., St. Louis Globe Democrat
 Mr. Hanson W. Baldwin, The New York Times Washington Bureau
 Associated Desk, World Desk
 Mr. Norman M. Littell
 Mr. John O'Connor
 Dorothy Gilfert
 Mr. Joseph Alsop

2. Radio commentators:

Mr. Albert Warner, Station WOL
 Mr. Gilbert Kingsbury, Station WWDC
 Mr. Albert Hamilton, Radio Service Associates
 Mr. Paul Harvey, Station WENR

C. Consumer comment on the Daily Report

1. Paul W. Ward, Baltimore Sun: "I consider it invaluable to any person with a professional interest in world affairs and wish it could be made compulsory reading for all editors, legislators and radio commentators. I would rather (and quite seriously) see The Voice of America discontinued than to see the [redacted] reduced or discontinued."

STATINTL

2. Will Lissner, New York Times: "We obtain from it information on Soviet and Communist activities obtainable through no other source. The statistical claims and economic reports of Soviet sphere countries also are of great interest to us."

3. Ernest K. Lindley, Warsaw: "Report provides this organization with continuous information on Communist thought and actions."

4. John Reichmann, International News Service: "In writing on foreign affairs and covering the State Department, the value may vary but it is of utmost value when new situations arise in previously dormant areas."

5. Mrs. Dorothy W. Allan, Korean Affairs Institute (Voice of Korea): "Daily Report has proved a valuable additional source of material and information to (us), particularly now that other communications from Korea have been curtailed."

6. Richard Eaton, United Broadcasting Co.: "I consider the Daily Report of Foreign Broadcasts to be the outstanding work of information for news abroad and an invaluable aid for the orientation and appreciation of world problems."

CENTRAL INTELLIGENCE AGENCY
 OFFICIAL ROUTING SLIP

TO	INITIALS	DATE
1 General Counsel		
2 Deputy Director		
3		
4		
5		

FROM	INITIALS	DATE
1 Asst. Director for Operations	SSC	19 Dec.
2		
3		

☐ APPROVAL ☐ INFORMATION ☐ SIGNATURE
☐ ACTION ☐ DIRECT REPLY ☐ RETURN
☐ COMMENT ☐ PREPARATION OF REPLY ☐ DISPATCH
☐ CONCURRENCE ☐ RECOMMENDATION ☐ FILE

REMARKS: As you may know, [REDACTED] publishes an unclassified daily report of [REDACTED] which is distributed without charge to certain newspapers, correspondents, press associations, radio stations, commentators, etc. with a Washington, D.C. address. The daily distribution amounts to approximately 370 copies. This is the report by which we risk suit for defamation, libel, slander, copyright, etc.

(over)

SECRET CONFIDENTIAL RESTRICTED UNCLASSIFIED

STATINTL

STATINTL

Approved For Release 2000/08/25 : CIA-RDP57-00384R001100050017-9

A periodic check on the value of this report to consumers is made. Attached is the result of the latest survey.

G. G. C.

Approved For Release 2000/08/25 : CIA-RDP57-00384R001100050017-9